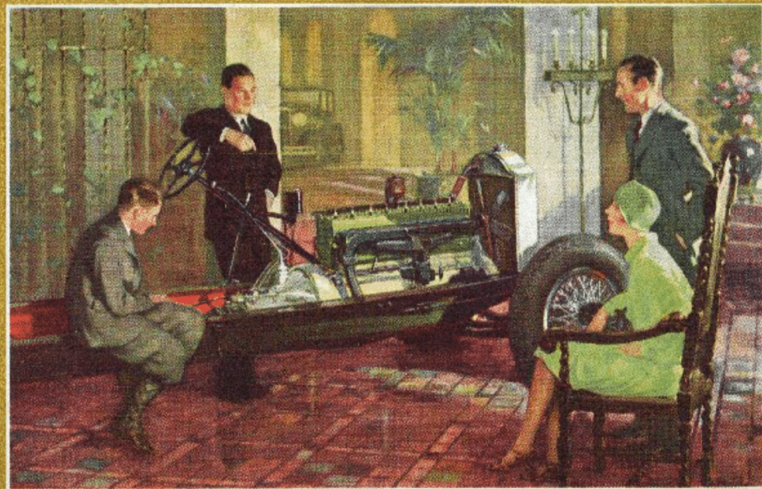




THE PACKARD CUSTOM EIGHT 7-40

THE PACKARD CUSTOM EIGHT 7-40



MECHANICAL FEATURES

WHILE contour of cushion and depth of upholstery spring are important, luxurious transportation really begins with the proper design of motor and chassis and the use of the best in materials and workmanship. We believe that the new Packard cars excel all others in those mechanical features which make for comfort in riding and driving. So sure are we of this that we politely, but quite insistently, challenge you to compare today's Packard with any other car.

We ask you to examine the model of your choice and then to tell us even one thing you think we have neglected. We invite you to take the car out in traffic and over the open road. You will find an ease and quietness of operation that you have long wished for. This comes from important refinements and improvements almost too numerous to mention.

Of course, the simple straight eight motor has been retained. No other now affords such insurance against rapid depreciation due to motor design change, a most important consideration. For in one way, a car is only as young as its motor. And added youth has been given the proven Packard engine design with new carburetion which provides a tremendous motor activity with surprising quietness.

Together with the improved motor is a four-speed transmission designed and built by Packard to meet changing traffic conditions. It not only provides easier and quieter gear shifting but also the

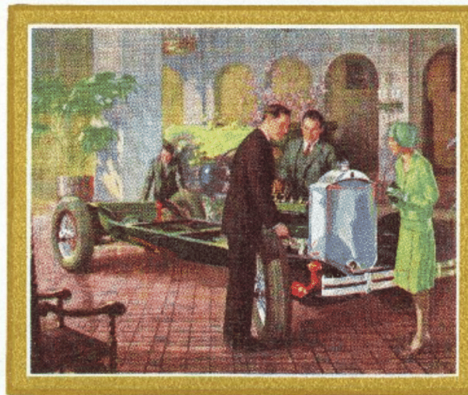
extra gear shift to make possible a better relationship among all speeds. With motor speed and car momentum more closely in keeping with each other lower upkeep costs quite naturally follow, to say nothing of the greater comfort enjoyed due to the elimination of power-jerk.

Springs of new specifications add greatly to the famous Packard Shock Absorbing System, which includes shock absorbers of Packard design and a mechanism that eliminates steering whip and dangerous front wheel shimmy. Quite naturally, too, centralized chassis lubrication has been retained after six years of most successful use.

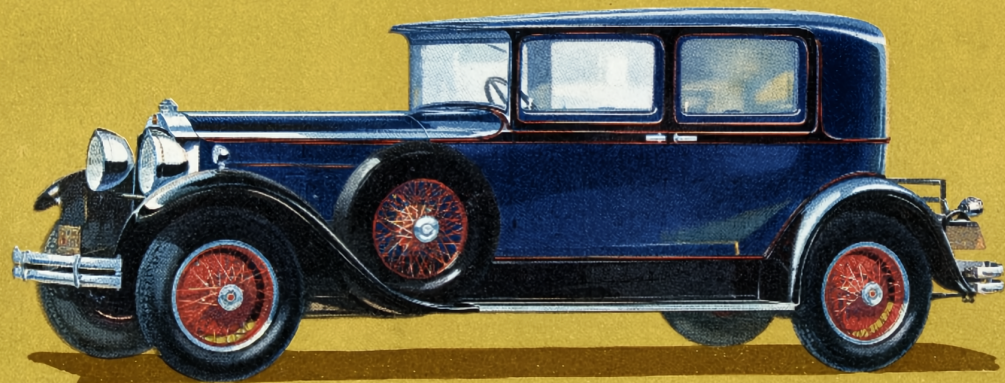
Everything possible has been done in motor and chassis to keep step with the refinements and improvements in the luxurious bodies from Packard's own body shops. And speaking of bodies, we might mention that they offer the same polite challenge for your examination and comparison. Safety is insured by complete-vision pillars of narrow design and a non-shatterable glass made to Packard standards of quality. Individual comfort is provided by an adjustable driver's seat, adjustable steering gear and even adjustable sun visors.

Nothing has been overlooked in an effort to make each Packard the most luxurious car in its price range and the most delightful to drive and ride in.

Won't you please put the car to the test of all that we have said? And then, we shall let the car speak for itself. It will tell you, over and over, the real story of luxurious transportation.



The hand that rocks the cradle now also guides the steering wheel, and things mechanical must now respond to feminine influence. Today's new Packard cars offer much to interest and delight M'lady.



The Club Sedan
A CUSTOM EIGHT BY PACKARD
Five Passengers

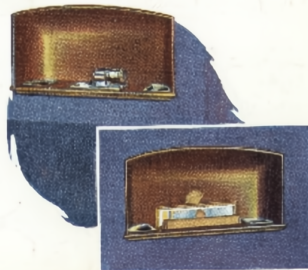


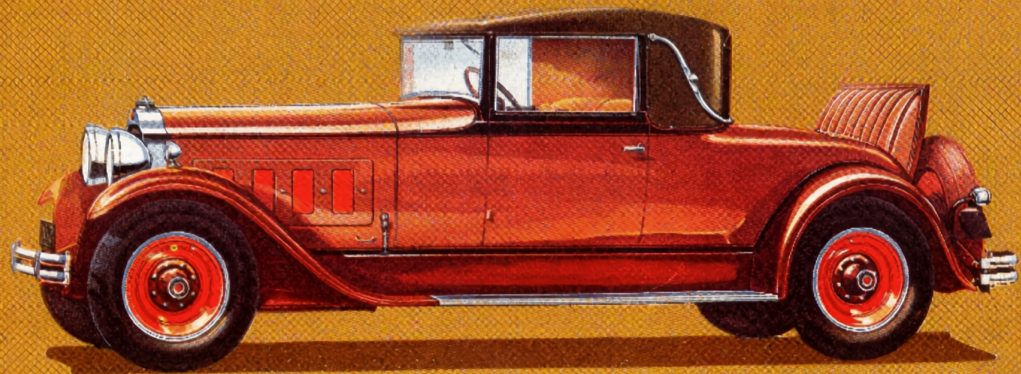
INTERIOR
OF THE
CLUB SEDAN
Five Passengers

+

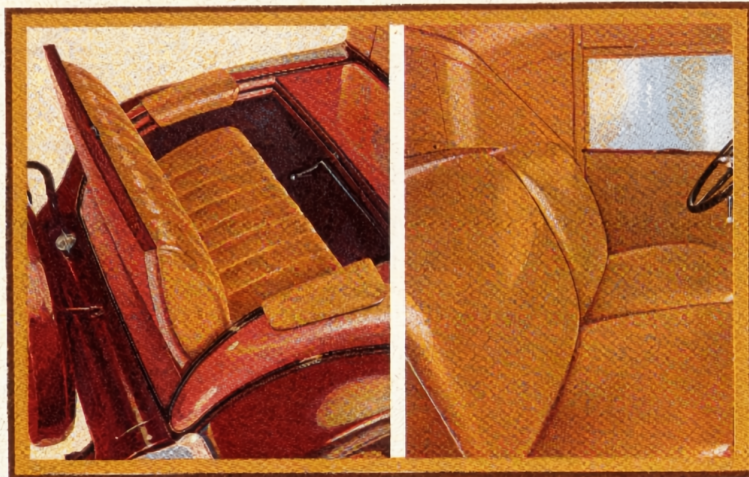
Please refer to Specifications
for details of standard equip-
ment and other options

REALIZING that many desire added distinction in their luxurious transportation, Packard has just established new attractive prices on color and fabric options and special accessories, although a wide variety of beautiful and unusual combinations are carried as standard. Thus, unlimited choice in color harmonies, fabric ensembles and extra equipment to express the individual taste of the owner is offered in all models of the Packard Custom Eight at an additional charge. Fabric samples and color albums are available to let the purchaser choose his own harmonies. Or, as illustrated on the reverse side of this plate, a distinctive note may be added by specifying De Luxe equipment which includes tires mounted on the sides and a trunk rack at the rear.





The Convertible Coupe
A CUSTOM EIGHT BY PACKARD
Two or Four Passengers

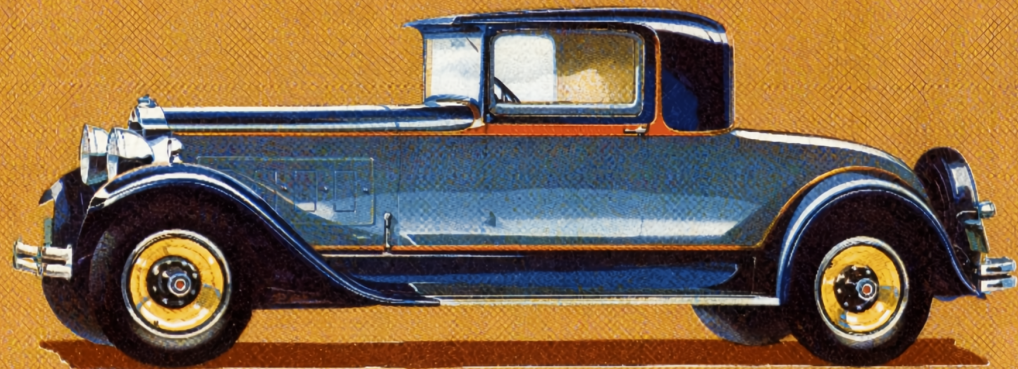


INTERIOR
OF THE
7-40 CONVERTIBLE COUPE
Two or Four Passengers

*See also in description
of unit, of the car
and of the motor.*

PLACE of mind as to driving and riding safety is an integral part of the luxurious transportation expressed by the Custom Eight. Packard insures it for driver and rider alike by using a new type of front pillar narrowed to the minimum consistent with preserving the strength necessary to support the roof. A twofold safety results, for the driver now has unusual vision and passengers are protected by the same sturdy housing which Packard bodies have always been. And now that non-shatterable glass has been perfected to meet the rigid standards of Packard quality, it is specified for windshields and windows in all Packard bodies except, for obvious reasons, in the rear curtain of open models and the curved sections of the sedan-limousine division.





The Coupe
A CUSTOM LIGHT BY PACKARD
Two or Four Passengers

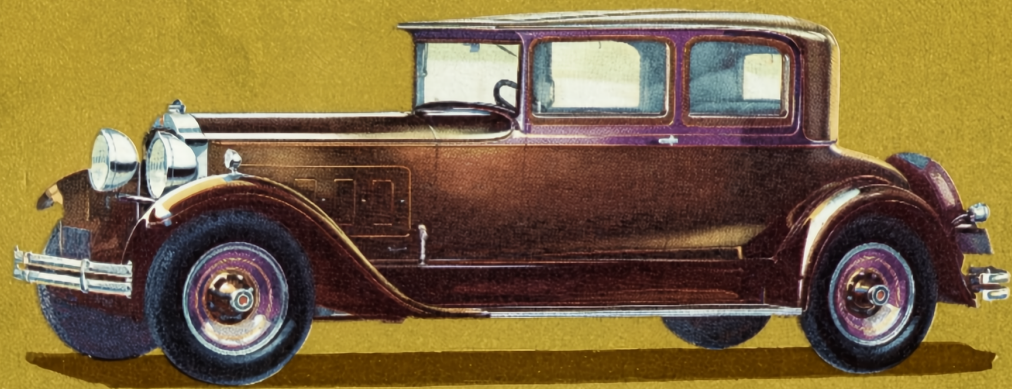


INTERIOR
OF THE
7-49 COUPE
Two or Four Passengers

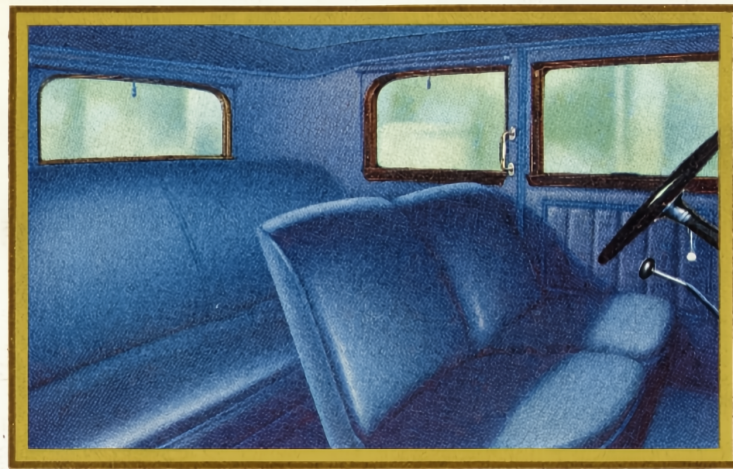
There were no special features for any of the special equipment and the car is perfect.

PACKARD attributes of riding and driving comfort are twofold—physical and mental. The relaxation afforded by a cradled chassis, soft springs and cushions is no more important than that insured by the absence of squeaks and rattles, thanks to the centralized lubrication system. And equally important is the knowledge that features contributing to physical comfort may be set to suit the individual taste. The driver's seat, for example, is adjustable forward or backward. The steering gear may be raised or lowered. Sun visors of the interior type may be placed at just the desired angle. Even the passengers in the rumble seat can protect their sleeves with adjustable leather dust flaps, and can fold their foot rest back out of the way if desired.





The Coupe
A CUSTOM LINE BY PACKARD
Five Passengers

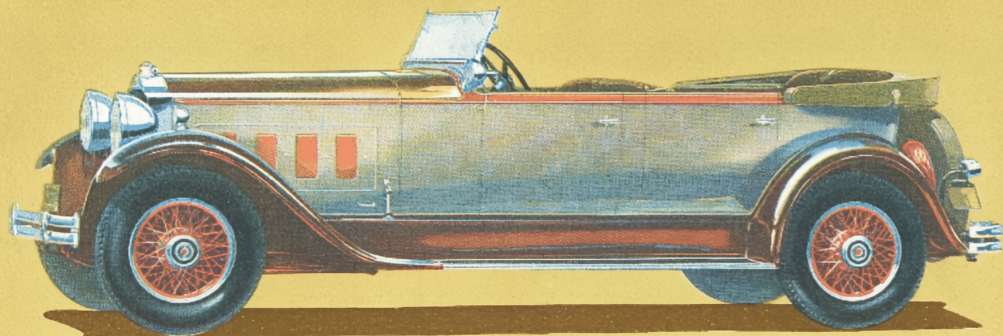


INTERIOR
OF THE
7-40 COUPE
Five Passengers

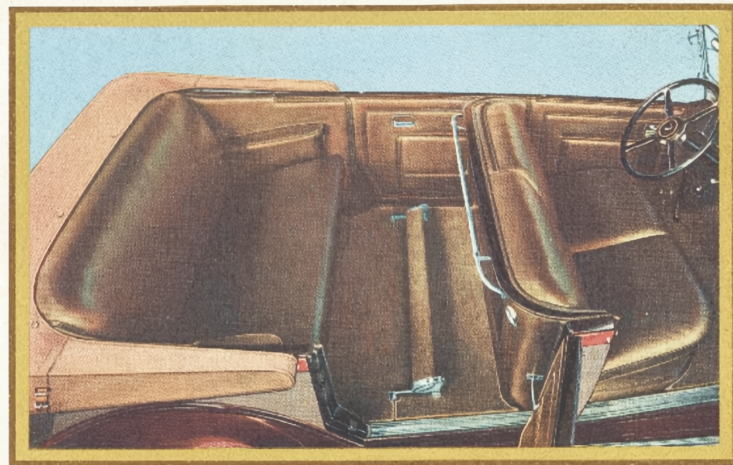
More room to live, better
recreation, more comfort,
more and better quality.

DIRECT control over body design and manufacture as made possible by the huge body shops at the Packard plant which produce all the Custom Eight coachwork, means bodies made to the exacting limits of Packard specifications. It also means the creation and perfection of new styles such as the Five-Passenger Coupe. This interesting type combines the full width seating comfort of a sedan with the close-coupled intimacy of a coupe. The forward seats designed for individual driving or riding comfort are adjustable forward and backward, and each tilts forward to facilitate entering or leaving the rear seat. Luggage ranging in size and shape from small parcels to bulky suitcases is easily loaded or unloaded from the covered rear deck.





The Phaeton
A CUSTOM EIGHT BY PACKARD
Four Passengers

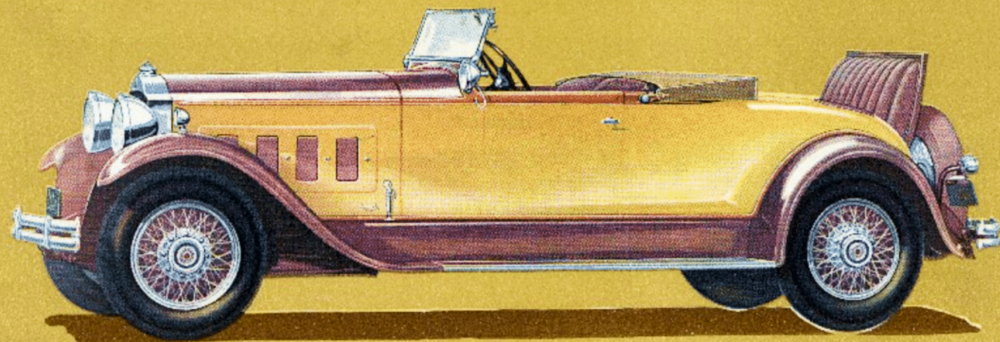


INTERIOR
OF THE
7-40 PHAETON
Four Passengers

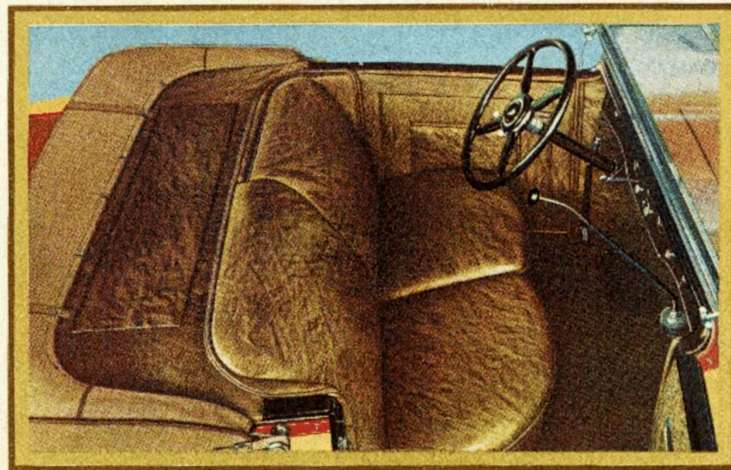
Refer to Specifications
for details of standard equip-
ment and color cost one

SUBTLE hints of the continental influence on fine car design give an atmosphere of added distinction to the unchanging good taste of the familiar Packard lines. Among outstanding touches which refine all models of the Packard Custom Eight are lower doors vertically hinged to swing outward from each side of the bonnet, parking lights mounted on the front fenders, an upper molding that sweeps over the cowl and a lower bead paralleling the body sills, a handy compartment fitted at each end of the instrument board, and chased scuff plates. Open models include forward folding windshield and stanchions, a tailored top designed to fold compactly and set without breaking the smooth sweep of the body lines, and a snugly fitting top boot.





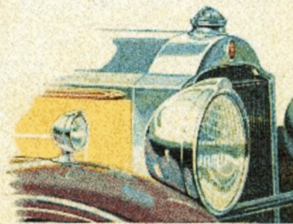
The Roadster
A CUSTOM EIGHT BY PACKARD
Two or Four Passengers

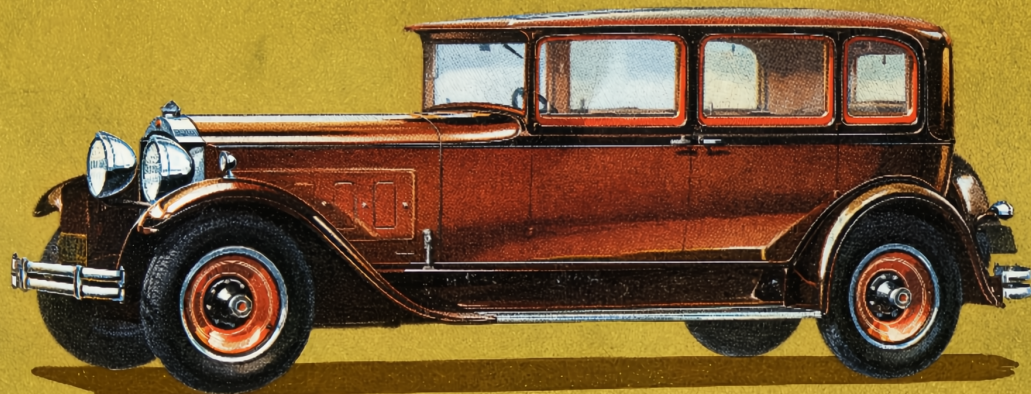


INTERIOR
OF THE
7-40 ROADSTER
Two or Four Passengers

See also in Specifications
details of standard equip-
ment and color scheme

LUXURY and convenience are not alone confined to enclosed bodies now that the open car is again coming into greater vogue. Packard open models, too, list as improvements which afford greater convenience such important items as the wider doors, the hand brake ingeniously offset to the left and the neat parking lights on the front fenders. In addition, convenient carrying space is assured throughout the design. The Roadster, for example, provides the sportsman ample room for athletic equipment in a locked compartment reached from the right hand side. The sleeper will appreciate the package space immediately in back of the front seat. And for the tourist, the rear deck lifts to accommodate baggage when the rumble seat is unoccupied.





The Sedan
A CUSTOM FIGHT BY PACKARD
Five Passengers

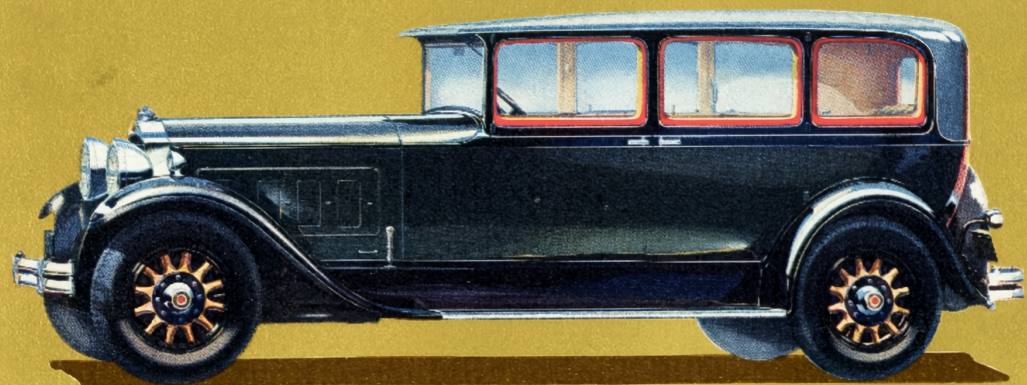


INTERIOR
OF THE
7-40 SEDAN
Five Passengers

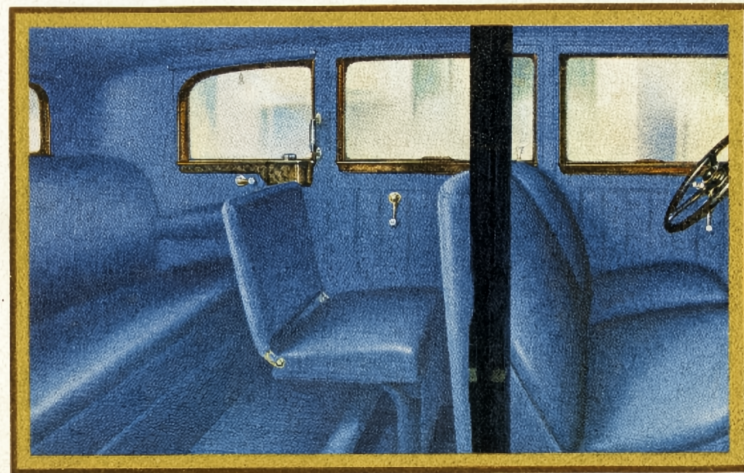
For details of standard and
optional color schemes

MANY a prize for beauty has been won by Packard cars in the frequent Concours d'Élégance or automobile beauty contests held throughout the season at fashionable European resorts. But beauty with Packard is more than surface deep and hence it penetrates beneath the sweet lines of exterior appearance, from the refinements of interior finish to inbuilt quality of unseen materials. Every curve and angle of body design shows soft restraint. Each pleat and seam spells harmony with the whole. The placing of foot rest, robe cord and window regulators reflects an artistry unconsciously pleasing to the eye. And the clean simplicity of this ensemble, achieved by such devices as conceal- ing the smoking set and vanity case, matches the exterior in its charming grace.





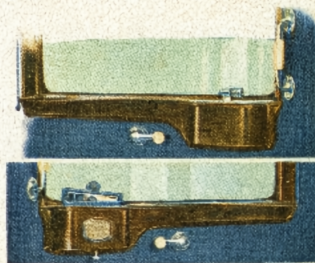
The Sedan
A CUSTOM EIGHT BY PACKARD
Seven Passengers

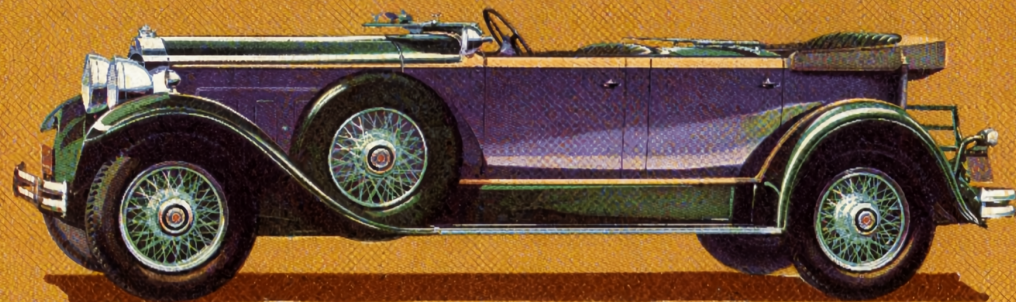


INTERIOR
OF THE
7-40 SEDAN
Seven Passengers

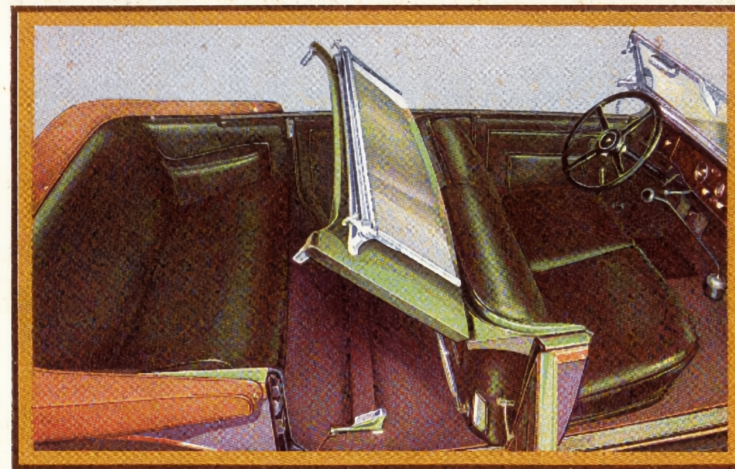
(Please refer to "Verifications"
for details of standard and optional
equipment and dealer options)

Like the appointments of a pleasingly furnished living room, the accessories of Packard enclosed bodies reflect the quiet good taste of some master decorating hand. Moldings of richly figured walnut are artfully shaped beneath the rear windows to enclose a complete smoking set on one side and on the other, a dainty vanity case and gemlike French clock. Metal fittings finished in a dull platinum effect are patterned in the exquisite simplicity of Colonial design. Even the handgrips and operating knobs on the window regulators, steering column controls, spark and choke rods are fashioned of smooth Ivory Castlin. And the arm rests, executed in the comfort-giving pillow style, are trimmed with a silk corded tassel.





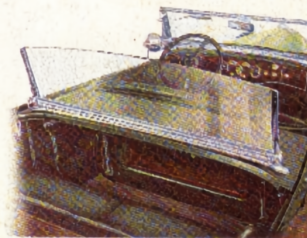
The Sport Phaeton
A CUSTOM LIGHT BY PACKARD
Four Passengers

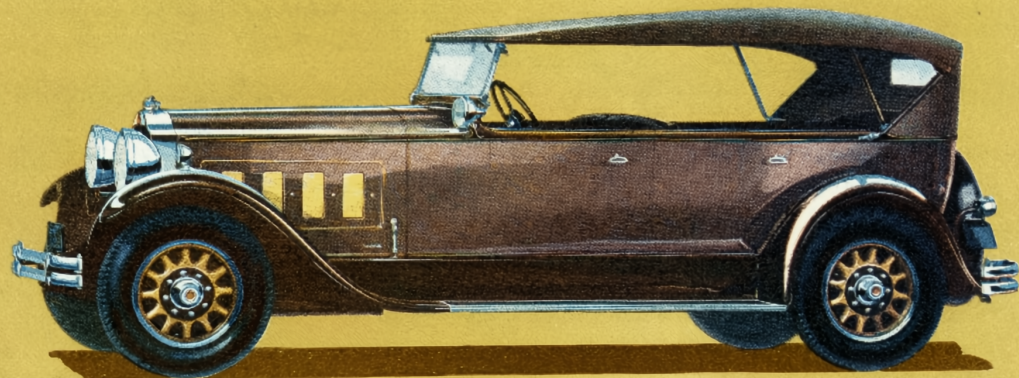


INTERIOR
OF THE
7.40 SPORT PHAETON
Four Passengers

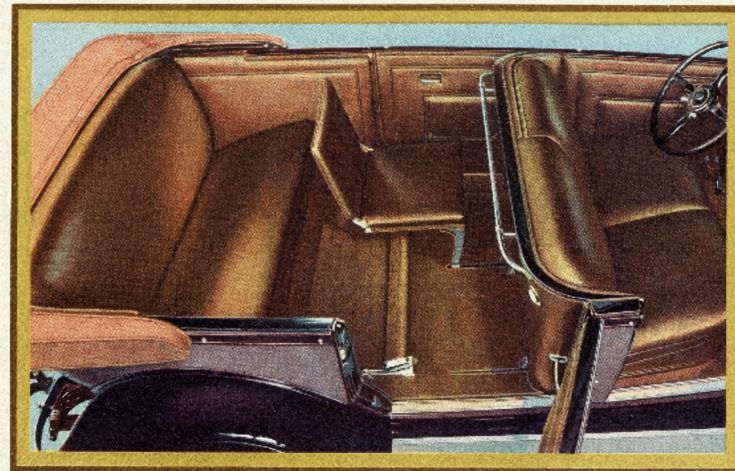
For details of standard equipment and optional features refer to Specifications for details of standard equipment and optional features

SMART sophistication flashes from every trim line of youthful grade that sweeps through Packard open cars. One can easily visualize this Sport Phaeton as a colorful spot among the brilliant turnouts at Meadowbrook, a center of motorist interest at Miami, or along some western trail leaving the rest behind with its swift and silent flight of the swallow. For front or rear seat passengers alike, comfort is retained at no sacrifice of smart appearance. Occupants of the rear compartment may ride behind their own forward folding windshield, and close fitting cowl, counterbalanced for easy entrance or exit. Additional comfort is provided by ventilators hinged in keeping with the bonnet covers and advantageously placed at the base of each center body panel.





The Touring
A CUSTOM EIGHT BY PACKARD
Seven Passengers



INTERIOR
OF THE
7-40 TOURING
Seven Passengers

Please refer to Specifications
for details of standard equip-
ment and color options

TOURING in this modern age with its thousands of miles of improved roads leading to hundreds of interesting places, gains more enthusiasts each year. But touring without comfort is joyless, so Packard has created in this touring body an harmonious blend of comfortable features that equal the chassis and motor qualities of luxurious travel. Since ample room is essential, full space for five passengers and baggage—or for two extra passengers on the upholstered auxiliary seat that either se folds flush into the division back—is a fundamental design feature. Projecting ends to catch clothing or to impair the neat stowing of luggage are eliminated by the smooth design of the recessed door handles and a combination metal robe rail and hand hold.





The Sedan Limousine
A CUSTOM EIGHT BY PACKARD
Seater, Passengers

STRAIGHT-EIGHT SIMPLICITY AND STRENGTH

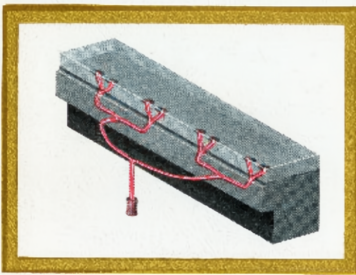


ILLUSTRATION A



LEFT—Fuel passages from the carburetor to inlet valves in the Packard Eight motor.

RIGHT—Fuel passages in the typical 90 degree V-type eight motor.

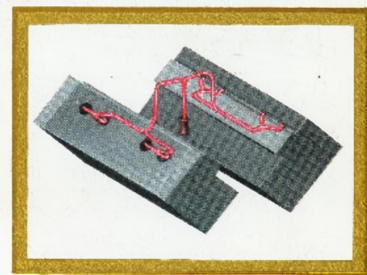
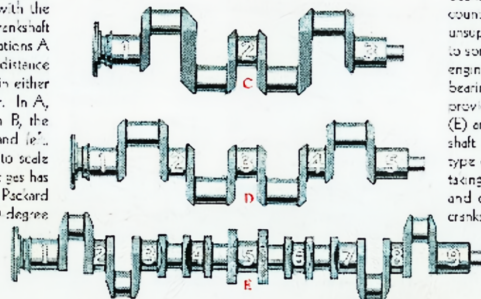


ILLUSTRATION B

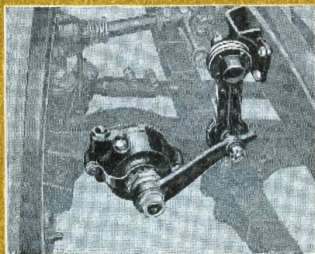
WE PRESENT these pictures because those not familiar with the principles of motor design often wonder whether the end cylinders in a straight eight motor get gas equally with the others and also whether a straight-eight crankshaft can be as strong as a shorter one. Illustrations A and B show that the gas travels the same distance from the carburetor to each inlet valve in either the straight-eight or V-type eight motor. In A, the gas goes up and right and left. In B, the gas goes up, THEN DOWN and right and left. The red lines, F, G and H, are drawn to scale and show the comparative distances the gas has to travel in three types of motors—the Packard Straight-Eight (F), the three-bearing 90 degree V-type eight (G) and the five-bearing 90-degree V-type eight (H). These simple pictures prove that neither type of motor is at any practical dis-



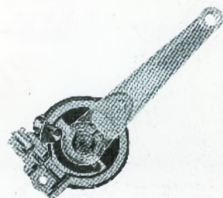
advantage over the others in fuel distribution.

The three crankshafts are shown for length and bearings distribution only and do not include counterweights. All engineers know that as an unsupported section is doubled the tendency to spring or give is multiplied by eight. The best engineering practice calls for a crankshaft main bearing on each side of each crank pin. This is provided in both the Packard eight crankshaft (E) and in the five-bearing V-type eight crankshaft (D). However, in C, a three-bearing V-type eight crankshaft, there are two crank pins, taking four piston blows from the four pistons and connecting rods, between each pair of crankshaft main bearings, the unsupported section being nearly three times as great as in E, the Packard crankshaft, and according to the accepted engineering formula—not nearly so stiff as the Packard crankshaft.

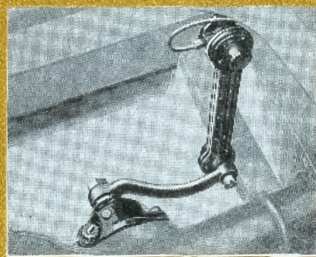
THE SHOCK ABSORBERS AND STEERING GEAR



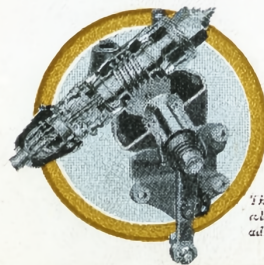
Hydraulic shock absorbers of Packard design and manufacture are standard equipment on all new Packard cars. As indicated, they are built right into the axle and, of course, found in no other car.



Cross section showing oil chambers and metering valve for riding adjustments.



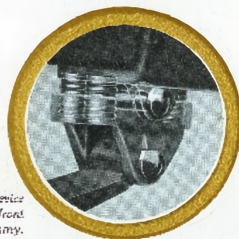
Packard shock absorbers are two-way in their action and make possible the use of very resilient and soft riding springs. Being mounted cross-ways, they control side-sway also, a desirable advantage.



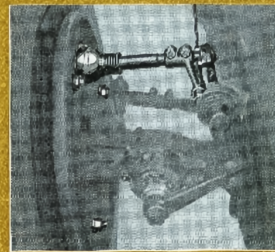
The steering gear is fitted with roller and ball bearings for thrust advantage and ease of handling.



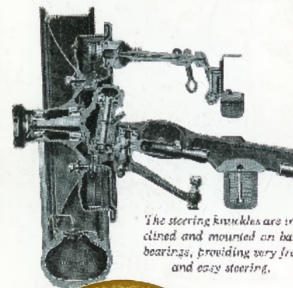
A patented shock absorbing device mounted at the rear of the left front spring eliminates wheel shimmy.



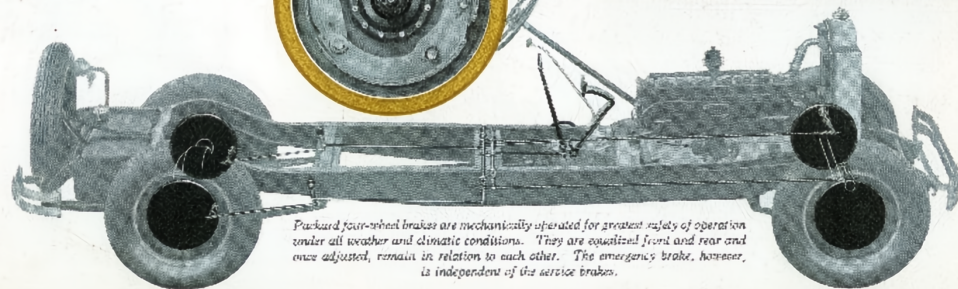
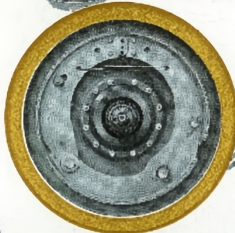
THE PACKARD BRAKING SYSTEM



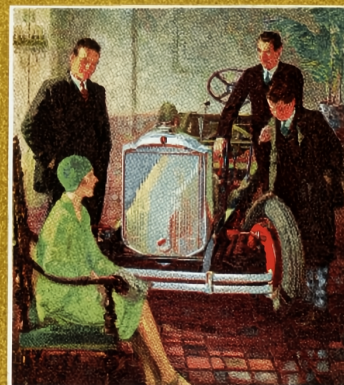
Brakes are of internal-expanding type with flanged drums for protection against oil and dirt, eliminating undue wear and loss of efficiency. Wear is equally distributed all the way round the brake shoes and drums as indicated at the right.



The steering knuckles are inclined and mounted on ball bearings, providing very free and easy steering.



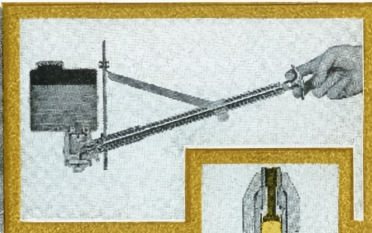
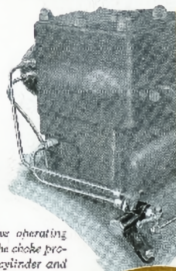
Packard four-wheel brakes are mechanically operated for greatest safety of operation under all weather and climatic conditions. They are equalized front and rear and once adjusted, remain in relation to each other. The emergency brake, however, is independent of the service brakes.



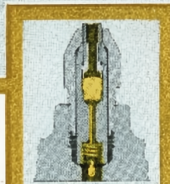
THE PACKARD LUBRICATING SYSTEM



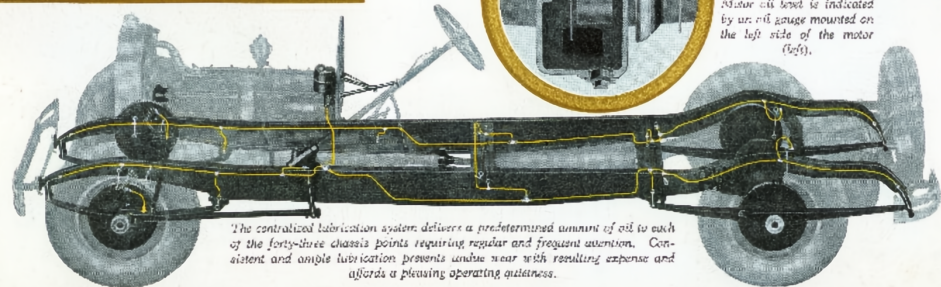
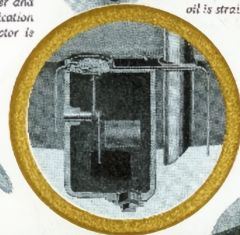
A valve operating with the choke provides cylinder and piston lubrication when the motor is cold.



The chassis lubricating oil is strained three times.

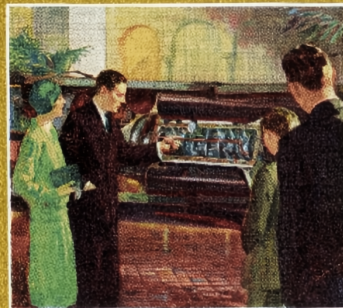


Motor oil level is indicated by oil gauge mounted on the left side of the motor (left).

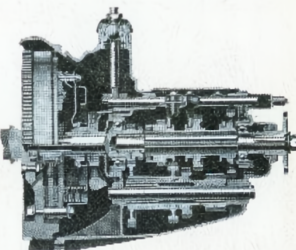


The centralized lubrication system delivers a predetermined amount of oil to each of the forty-three chassis points requiring regular and frequent attention. Consistent and ample lubrication prevents undue wear with resulting expense and affords a pleasing operating quietness.

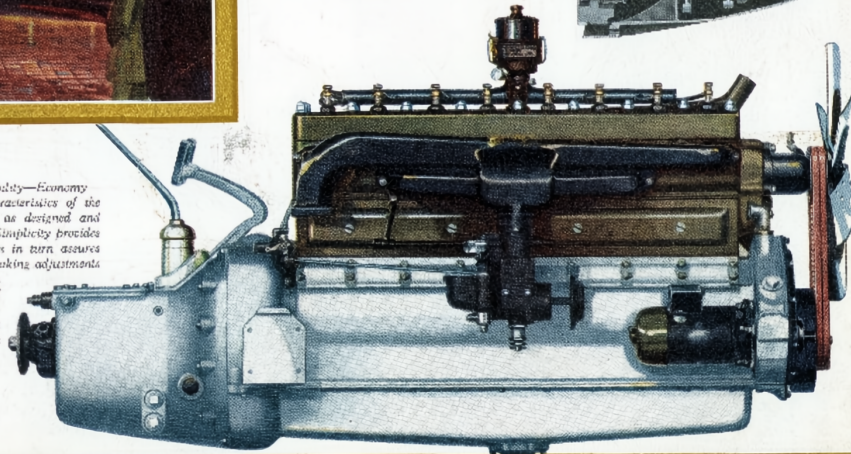
THE PACKARD STRAIGHT-EIGHT POWER PLANT



The new Packard four speed transmission is of Packard design and manufacture. It provides a much better arrangement between gear steps. First speed, or low, is used only for emergency starting, while second, third and direct speeds provide the advantages of four speed gear ratios with the operating simplicity of a three-speed transmission.



Simplicity—Accessibility—Economy are outstanding characteristics of the straight-eight motor as designed and built by Packard. Simplicity provides accessibility and this in turn assures low labor costs in making adjustments and repairs. You are particularly asked to compare the Packard motor with that of any other car you may consider.



PACKARD MODEL 7-40 SPECIFICATIONS

POWER PLANT

MOTOR. Eight cylinders cast in one block. Four-point suspension. Bore, 3 1/2 inches; stroke, 5 inches. Compression, 8.5 to 9.0. Rating, 35.2. Motor actually develops more than 105 horsepower.

CYLINDERS. Horizontal. Made from special iron and steel alloy.

PISTONS. Cast from special aluminum alloy. Piston design developed by Packard. Fitted with four rings.

CRANKSHAFT RING. Deep forged from special steel. Design in type and ribbed lengthwise to provide oil passage from crankshaft to piston ring bearing.

VALVES. Turbly, chrome-nickel steel. Exhaust, silver-chrome steel.

CRANKCASE. Aluminum alloy casting. Mounted at four points. Ventilated. Nine main bearings afford rigid support for the crankshaft. Lower half provides means oil reservoir. Oil gauge with dual indication on left-hand side.

CONNECTING RODS. Nine main bearings. Drop-forged, heat-treated, machined all over, and balanced both at rest and in speed. Drilled passages provide for oil distribution and newly designed water-lubricated rods in operating smoothness and relief from excessive bearing pressures.

CRANK. Dry plate with four driving surfaces. Position and dependent. Spring-actuated drive. Operates equally well under all climatic conditions.

TRANSMISSION. Selective sliding-gear type, four speeds forward and one reverse. All gears alloy steel, hardened and ground, insuring long life and quiet operation. Shafts mounted in best quality ball and roller bearings.

FUEL SYSTEM

SUPPLY. Twenty-five gallon tank mounted at rear between frame members. Fuel drawn from tank by vacuum system located on dash and then to carburetor by gravity feed. Filtered through fine mesh screen before entering carburetor.

CONSUMPTION. Designed for maximum efficiency under varied conditions.

COOLING SYSTEM

RADIATOR. Highly polished chromium plated casing of new design with tubular core. Thermostatically controlled shutters are standard equipment.

WATER PUMP. Capacity, 5 1/4 gallons. Forced circulation by centrifugal pump located in forward end of cylinder block. Only two hose connections required.

FAN. All time on with six blades 20 1/2 inches in diameter, mounted on ball bearing.

LUBRICATING SYSTEM

MOTOR LUBRICATION. Pressure fed by gear-type oil pump, submerged in oil supply in lower half of crankcase. Oil is automatically filtered and its circulation controlled as required by different motor speeds.

GEAR LUBRICATION. The forty-three chassis points requiring regular lubrication are oiled by means of a pressure-pump plunger, located at the left of the steering column and operated from the driver's seat. Operates perfectly at any temperature.

ELECTRICAL SYSTEM

IGNITION. Packard North-Elec distributor mounted in accessible position on cylinder head. Coil is mounted on back of instrument board, protected from excess heat and water.

GENERATOR. Packard-Dynaco. Mounted at right front of motor and driven by silent chain, easily accessible for proper attention. Equipped with cut-out relay and voltage regulator and entirely automatic in operation.

STARTING MOTOR. Packard-Dynaco. Mounted at left rear of motor, and automatically engaged with hardened-steel gear ring through oil flywheel. All parts mechanical and automatic in operation.

BATTERY. Six volt, 150 ampere-hour, located on right running board at juncture with fender. Accessible for routine attention and long life through better cooling due to radiation.

WARNING SIGNAL. Mounted at left of motor, under hood. Electrically operated by push button at corner of steering wheel.

LIGHTING EQUIPMENT. Single wire type, fully protected by a 20-ampere fuse. Includes two standard main headlights of 21 candle-power with tilting beam feature; under lamp; combination tail, signal, and backing light, the signal light automatically operated by brake-pedal action, and the backing light by gear-shift lever; instrument-board light; reading light; spotlight and room light in open bodies; dome light in enclosed bodies.

OPERATING CONTROLS

GAS-SHIFT LEVER. At right of driver. Hanging well forward giving increased foot room.

BRAKE LEVER. At left of driver, well forward, permitting free use of left hand door.

SERVICE BRAKE. Mechanically operated, internal expanding on front and rear wheels. Automatically equalized from rear.

HEAVY BRAKE. Internal expanding oil rear wheels. All brakes have 16-inch drums.

STEERING GEAR. Worm-and-sector type. Worm mounted in Timken bearings, sector on thrust rider on ball thrust bearing. Steering

wheel, right-hand and one-half inches in diameter. Black rubber over a steel frame.

MOTOR. Accelerator at right of brake pedal. Hand throttle and light-switch levers built into the central portion of steering wheel.

INSTRUMENT BOARD. Oil-pressure gauge, motor thermometer, voltmeter, fuel supply gauge, speedometer and clock are grouped in the center of the instrument board and are indirectly illuminated for night driving. Ignition switch, integral with the coil, mounted at the right of center panel and fitted with lock and key. Gas warning and trouble lamp at the right of panel.

MISCELLANEOUS

TANK AND SUPPLY CONSTRUCTION. The Sedan, the Club Sedan, Sedan-Limousine and 4-door Coupe have ample and sturdy tanks.

GLASS. Non-shatterable glass in all body except rear window glass in open cars and curved partition in limousines.

FRAMES. Depth, 5 inches. Tapered in design to eliminate stress. Very rigid in construction, due to liberal use of crossmembers and heavy cross-tubes, all riveted securely.

SPRINGS. Normal wheel. Front, 10 inches by 2 inches; rear, 30 inches by 2 1/2 inches. Spring springs underslung and shackled at front end. Metal spring covers.

WHEELS. Disc steel type. Removable at both end interchangeable, front and rear. Wood wheels with wheelcap optional special equipment on some bodies at slight additional cost.

WHEEL COVERS. One extra wheel and carrier with self-stanching disc-type lock.

STEERING ASSISTANCE. Packard hydraulic.

TIRE. Low pressure bonded rubber tires, four and rear drive, 19 inches by 7 inches. (33 inches by 7 inches).

SEPARATION. Driven through a flexible shaft connection with spiral driving gears in the transmission assembly. Mounted on the left-hand side of instrument board.

FRONT END. Design of extra heavy gauge steel.

WHEELS. 140 1/2 inches.

TRUNK RACKS. 24 feet 5 inches.

TRUNK. Tool rack with complete equipment of tools, one tool pack, wheel-washing equipment.

PAINTING AND UPHOLSTERY

Though beautiful standards have been created, those who buy the Packard Motor Car may express their own preferences in coloring, colors and fabrics to suit individual tastes at reasonable extra cost.

The right is reserved to change specifications at any time without incurring any responsibility with regard to cost previously said.

P A C K A R D M O T O R C A R C O M P A N Y, D E T R O I T